

Message Text

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PAGE 01 STATE 115398
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EA/ROC:WLUNDY
EB/OIA:MBOERNER (INFO)

-----032431 060255Z /65

P 052154Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY TAIPEI PRIORITY
INFO AMEMBASSY TOKYO PRIORITY
AMCONSUL OSAKA KOBE PRIORITY
AMEMBASSY SEOUL PRIORITY

UNCLAS STATE 115398

E.O. 11652: NA

TAGS: BEXP, JA

SUBJECT: EXTENSION OF U.S. EXPORT DEVELOPMENT MISSION
TO JAPAN, OCTOBER 1978

1. ASSISTANT SECRETARY WEIL ANNOUNCED DURING THE VISIT OF
THE JAPAN IMPORT PROMOTION MISSION OF 92 GOVERNMENT AND
INDUSTRY REPRESENTATIVES, IN THE U.S. IN MARCH 1978, THAT
COMMERCE WOULD SPONSOR A RECIPROCAL LARGE SCALE U.S. TRADE
MISSION TO JAPAN IN OCTOBER 1978.

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2. THE EXPORT DEVELOPMENT MISSION TO JAPAN IS DESIGNED
TO PROMOTE U.S. EXPORTS AND FACILITATE REVERSE
INVESTMENT TO U.S. BY JAPAN. LED BY HIGH LEVEL U.S. DOC
OFFICIALS, MISSION WILL CONSIST OF OVER NINETY BUSINESS
EXECUTIVES ORGANIZED INTO SMALL SPECIALIZED GROUPS TO BE
PROGRAMMED SEPARATELY ABROAD. COMMERCE PLANS SEVEN
IDENTIFIABLE MISSION GROUPINGS. FIVE INDUSTRIAL COMMODI-

TIES MISSIONS, ONE SPOKESPERSONS MISSION, AND ONE INVEST IN USA MISSION SEMINAR. THE INDUSTRIAL MISSIONS BREAKDOWN AS FOLLOWS: (A) ADVANCED SCIENTIFIC EQUIPMENT (HEALTH CARE, LABORATORY AND ANALYTICAL INSTRUMENTATION); (B) MODERN MANAGEMENT EQUIPMENT (INCLUDES COMPUTERS, PERIPHERALS AND BUSINESS EQUIPMENT); (C) MACHINE TOOLS AND

METALWORKING MACHINERY, INCLUDING MOTOR VEHICLE PARTS; (D) FOOD PROCESSING AND PACKAGING EQUIPMENT; AND (3) AUDIO AND VISUAL AIDS EQUIPMENT INCLUDING PRINTING, GRAPHIC ARTS, ADVANCED EDUCATIONAL EQUIPMENT.

3. EARLIER THIS WEEK, ASSISTANT SECRETARY WEIL SUGGESTED THAT CERTAIN OF THE MEMBERS OF THE SUBJECT MISSION MIGHT BE INTERESTED IN PURSUING INCREASED TRADE WITH THE REPUBLIC OF CHINA AND THEREFORE RECOMMENDS WITH POST CONCURRENCE THAT CONSIDERATION BE GIVEN TO A PROGRAM OF BUSINESS ACTIVITIES FOR A THREE TO FOUR DAY PERIOD BEGINNING ON/OR ABOUT OCTOBER 14.

4. IT IS IN THE AREA OF INDUSTRIAL MISSIONS THAT TAIWAN MARKET PRESENTS BEST OPPORTUNITIES FOR MISSION VISIT. AMEMBASSY TAIPEI IS REQUESTED TO COMMENT ON ABILITY TO HOST SEVERAL OF THESE MISSIONS OR PARTS OF MISSIONS AND RECOMMEND THOSE MOST VIABLE FOR PROMOTION IN THAT MARKET. POST SHOULD NOTE THAT EACH INDUSTRIAL MISSION UNCLASSIFIED

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WILL HAVE APPROXIMATELY FIFTEEN MEMBERS AND BE ESCORTED BY USDOC OFFICIAL WHO WILL HAVE PRECEDED THE MISSION APPROXIMATELY FOUR WEEKS EARLIER AS ITS ADVANCE OFFICER. CHRISTOPHER

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